

## REMARKS

Reconsideration of this application is respectfully requested. Claim 19 was amended to overcome the claim objection. Claims 13 and 15 have been amended to recite a tangible machine readable medium. Support for this amendment is found in the Specification as filed, for example in ¶ 0065, which describes examples of such tangible media (e.g., a read only memory (ROM), random access memory (RAM), magnetic disk storage media, optical storage media, or flash memory devices.). The rejection of claims 13 and 15 under 35 USC 101 is therefore moot.

Claims 1, 3, 4, 5, 6, 8, 9, 10, 11, 13, 15, 16, 17, 18 have been amended to stress on the personalization aspect of the interactive content. The amendments are supported by the Specification as filed for example at ¶¶ 0004-0005, 0029, 0038, and 0058-0059. No new matter is added.

Marsh, U.S. Patent 7,080,039, discusses decryption of authorized content based on household identifier present on the smart card. However, Marsh neither teaches nor describes personalizing interactive TV content by associating first and second personalization data wherein second personalization data is selectively broadcast to one or more of the receivers via the broadcast stream, as presently claimed. In-fact, the Office Action concedes that Marsh (U.S. Patent 7,080,039) does not teach or suggest selectively broadcasting matching personalization data to one or more receivers via the broadcast stream, as presently claimed. See Office Action at page 5.

Pinder, U.S. Patent 6,424,717, describes a conditional access system, wherein television content gets decrypted selectively only on authorized receivers. However, it does not overcome the shortcomings of Marsh. Like Marsh, Pinder also describes a authorization system and does not teach or suggest personalizing interactive TV content by associating first and second personalization data wherein second personalization data is selectively broadcast to one or more of the receivers via the broadcast stream. Combining the teachings of Marsh and Pinder would presumably result in a selective content authorization system. This is not what is being claimed. Hence, the present claims are patentable over this combination of references.

If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,  
SONNENSCHN NATH & ROSENTHAL LLP

Dated: August 6, 2009

P.O. Box 061080  
Wacker Drive Station  
Sears Tower  
Chicago, IL 60606-1080  
(650) 798-0320

\_\_\_\_\_  
/Tarek N. Fahmi/  
Tarek N. Fahmi  
Reg. No. 41,402